

BOOTH FARMS & HATCHERY

ONE OF THE WORLD'S FOREMOST
POULTRY BREEDING INSTITUTIONS



*65,000 Customers Prefer
Booth Chicks for Profits*



WINNERS 938 NATIONAL
EGG LAYING CONTEST AWARDS

Clinton, Missouri

Dec. 4 1935

Dear Friend:

We have just prepared a new copyrighted book

"HOW TO GET PREMIUM PRICES FOR YOUR EGGS AND POULTRY"

which we will send free of charge to everyone who orders
chicks for 1936 on the enclosed order blank.

This book contains 88 practical marketing plans
chosen from several hundred which have been tried out by
our customers and other successful poultry raisers, to
get more than the market price for their chickens and eggs.
Some or all of these selling methods can be used in every
community to increase the cash income from your flock.

Although eggs are higher than last year we have
not yet raised the price on our better grades of chicks
over spring 1935 prices. Also we are giving a substantial
discount if you send your order now.

Our 1936 catalog is now ready and we will be
pleased to send you a copy on request. We will be glad
to hear from you and hope that you can take advantage of
the early discounts by sending in your order now.

Sincerely yours,

BOOTH FARMS AND HATCHERY

Royal W. Booth

Home of National Egg Laying Contest Champions

Our Twenty-fifth Season

SPRING 1936 PRICES

Booth Farms & Hatchery, Clinton, Missouri

Only \$1.00 Deposit for each 100 chicks wanted, will insure you these low prices and hold your order for delivery any date you wish. Balance due ten days before shipment, or send cash in full with order for quick delivery. Under these terms we pay all transportation charges. ON SPRING 1936 ORDERS booked now you may send only \$1.00 to hold any size order. Balance of the \$1.00 per 100 deposit to be mailed by January 15, 1936.

C. O. D. Plan Send \$1.00 for each 100 chicks or any amount less than 100. Pay balance on delivery plus transportation charges. If you want chicks shipped C. O. D. for balance be sure to specify this in your order.

NO CHICK SEXING DONE IN OUR PLANT

"A" Quality Chicks

SHIPPING CHARGES PREPAID ANYWHERE IN U. S.

Strong, healthy, purebred chicks from Missouri State Approved flocks. These flocks are mated with "AA" Quality cockerels and the chicks from them make an exceptionally good value for the money.

	25	50	100	500	1000
S. C. White Leghorns	} 2.65	4.40	7.90	39.00	78.00
S. C. Brown Leghorns					
Barred Plymouth Rocks	} 2.65	4.40	7.90	39.00	78.00
S. C. Rhode Island Reds					
Buff Orpingtons	} 2.85	4.65	8.40	41.50	83.00
White Plymouth Rocks					
White Wyandottes					

Assorted Chicks

Chicks left over from A, AA, and AAA matings after our regular orders are filled and any that may hatch off color from all three grades. These are good strong chicks, no culls or cripples. They carry the same live arrival guarantee as our other chicks.

	25	50	100	500	1000
Assorted All Breeds	} 2.25	3.40	6.30	31.50	63.00
Assorted Heavy Breeds	} 2.40	3.95	6.90	34.00	68.00

AA Assorted Chicks

Same as regular assorted but from AA and AAA matings only. Any off colored chicks when included will in most cases be correct color when mature.

	25	50	100	500	1000
AA Assorted All Breeds	- } 2.40	4.25	7.40	36.50	73.00
AA Assort. Heavy Breeds	} 2.65	4.40	7.90	39.00	78.00

Special Discounts on Page 3

“AA” Special Quality Chicks

Our “AA” Special Quality chicks are from the cream of our officially approved Missouri State Approved flocks. Males used in these matings are descendants of hens with records up to 265 eggs per year.

These are the most profitable chicks you can buy unless you get our AAA Quality chicks.

NO SEXING DONE.

Shipping Charges Prepaid Anywhere in U. S.

	25	50	100	500	1000
S. C. White Leghorns	} 3.40	5.40	9.90	49.00	97.00
S. C. Brown Leghorns					
Barred Plymouth Rocks	} 3.40	5.40	9.90	49.00	97.00
S. C. Rhode Island Reds					
Buff Orpingtons					
White Plymouth Rocks	} 3.40	5.40	9.90	49.00	97.00
White Wyandottes					

“AAA” Our Finest Quality

This is the finest grade chicks we offer and we do not believe you can get better quality elsewhere at any price. Our AAA Leghorns, Barred Rocks, and Reds are directly related to our National Laying Contest Champions with records up to 342 eggs per year.

NO SEXING DONE.

Shipping Charges Prepaid Anywhere in U. S.

	25	50	100	500	1000
S. C. White Leghorns	} 4.00	7.40	13.90	68.00	135.00
S. C. Brown Leghorns					
Barred Plymouth Rocks	} 4.15	7.40	13.90	68.00	135.00
S. C. Rhode Island Reds					
Buff Orpingtons					
White Plymouth Rocks	} 4.15	7.40	13.90	68.00	135.00
White Wyandottes					
S. C. White Minorcas					

Hatches Every Week the Year Around

FREE to customers

Our New Copyright Book

**"HOW TO GET PREMIUM PRICES
FOR YOUR EGGS AND POULTRY"**

This new copyright book describes 88 different ways poultry raisers sell eggs and poultry at a premium above their local wholesale market. We spent nearly one thousand dollars collecting and arranging this material in convenient book form so that our customers can profit from selling methods which have proved successful in actual practice. One or more of these selling plans can be used in every community. This book helps you find the best market for your eggs and poultry. It is sent free to our customers with each order of chicks for 1936.

Special Discounts
SAVE BY ORDERING NOW

On orders mailed *before December 20th*, we will allow the following discounts from the Spring 1936 prices:—

On AAA chicks $1\frac{1}{2}$ c per chick discount except on Leghorns for shipment between February 1st and April 26th. 1c per chick discount on AAA Leghorns for shipment between February 1st and April 26th.

On AA chicks 1c per chick discount except on Leghorns for shipment between February 1st and April 26th. $\frac{1}{2}$ c per chick discount on AA Leghorns for shipment between February 1st and April 26th.

NO DISCOUNT ON AA ASSORTED

Use Order Blank on Back to Get Discounts

ORDER BLANK

Booth Farms & Hatchery

Clinton, Missouri

Date..... Amt. Enclosed, \$.....

Name.....

Street or Route.....

Post Office..... State.....

Express Office.....

When Wanted.....

If we can ship sooner, shall we do so?.....

NO. WANTED	QUALITY	KIND OF CHICKS WANTED	PRICE	

If you want Chicks shipped C. O. D. for balance mark X here ☐

NOTE—Unless you breed just one kind of chickens and can't use any other variety, please give second or third choice so if we can ship the second choice quicker, we will do so and thus give you more prompt shipment.

Second Choice..... Third Choice.....

REMARKS

5-1

Order Now - Avoid Disappointment

DETACH HERE



Mr. McCord is Making \$40.00 a Week From This Flock of Pullets.

Nets \$40 A Week From 400 Pullets

Hapeville, Ga., November 2, 1935

Dear Mrs. Booth: I bought a thousand of your AAA White Leghorn chicks in the early part of this year, 500 in February and 500 in March. After selling the roosters as fryers from 20 to 30 cents a pound and culling out some of the backward pullets I had 400 good looking pullets left for my two laying houses.

These pullets began laying just gradually at 4 1-2 months, but the first lot of February chicks were laying heavy through August, and both flocks were doing that through September and October. Since September 15th we have been getting from 20 to 22 dozen eggs per day from them, and the price for them to the many cars passing our home daily has been 40 and 45 cents per dozen, graded into two sizes. Practically every night we have sold out clean at the door without having to deliver any.

We have had no disappointments with these chicks purchased of you in any way. No disease has appeared in them. They have been happy singing pullets with plenty to eat and drink of the best kind. We are well equipped for the pullets we have, and that is important. For several months back our feed bill including oyster shell, has not gone over, but has been approximately \$2.50 a day. You can figure for yourself that for our labor and investment we have been netting about \$40 a week since they have been laying 20 dozen a day.

We are going to want enough chicks of the same kind in November and December to get out of them about 300 layers for early spring and summer.

Don't encourage anybody to buy these fine chicks who are not properly equipped with housing, and who will not devote enough time and intelligence to them to keep out "bad luck" and avoid disappointments.

Yours very truly,
Robert B. McCord.

The Best Chicks To Buy

Jesup, Iowa, Nov. 11, 1935.

Booth Farms and Hatchery: My order of AAA White Leghorns was delivered to me April 3rd. Since these are the best chicks I could buy, as shown by my success with Booth Chicks in the past 12 years, I had no trouble in disposing of the cockerels for breeding purposes.

The pullets are a fine lot - they are outstanding. We housed them October 1st and they are now laying over 60 per cent.

In the past 12 years we have ordered from 500 to 3000 chicks a year from you and have always been entirely satisfied. We know that we get quality chicks when we order from Booths.

Yours truly,
Mrs. C. B. Strayer.

2 Lb. Broilers In 6 Weeks

Enka, N. C., July 10, 1935

Dear Mr. Booth: Received my White Wyandotte chicks in the best shape and fed them Purina Startena the first 6 weeks and after that Purina Growena. The pullets were feathered at 5 weeks old and cockerels when 6 weeks.

I am enclosing picture of a 6-week-old cockerel that weighed 2 pounds. They all weighed 1 1-2 to 2 pounds. When 10 weeks old the cockerels weighed 3 to 3 1-2 pounds and the pullets averaged 2 1-2 pounds. I am well pleased.

Truly yours,

J. R. Houtman.

Note: Mr. Houtman won a prize in the American Poultry Journal's Pullet Growing Contest with these chicks.

80 Pullets Buy Groceries

Canastota, N. Y., Feb. 1, 1935.

Booth Poultry Farms: We are so pleased with the chickens we purchased from you last year we are placing an order for 300 this year.

We received them in A-No. 1 condition. The chickens buy all the groceries and more, too. We have 80 pullets and they lay from 60 to 68 eggs every day.

Very truly yours,

Mrs. K. B. Robotham.

4 Years of Good Laying

Petersboro, N. H., Jan. 21, 1935.

Booth Poultry Farm: I am enclosing \$6.00 deposit for the 300 Reds and 300 Leghorn chicks ordered. The chicks I have purchased from you the past four years have been very satisfactory as they have averaged well over two hundred eggs a year.

Andrew W. Porkola.

"A" Grade Leghorns Average 202 Eggs A Year

Morristown, N. Y., January 13, 1935.

Booth Poultry Farm, Clinton, Mo.

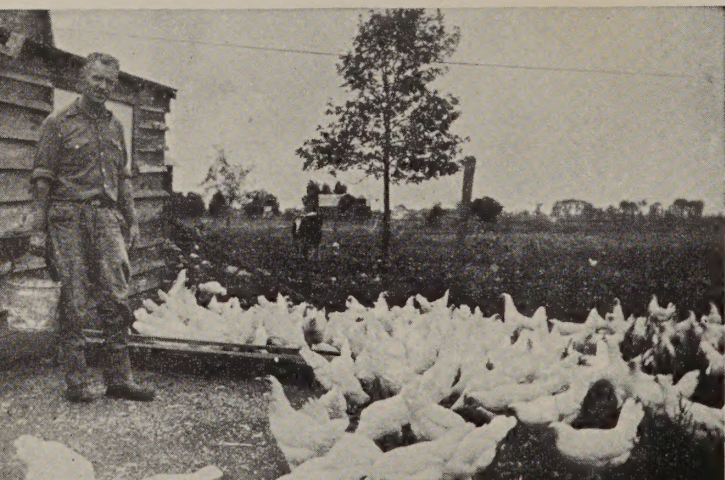
Dear Sirs: I shocked the neighborhood and local hatcherymen with a record made by 200 of your Grade A pullets whose laying year just ended - 202 eggs a bird and still laying.

There can be no doubt in my mind as to there being special laying quality in your chicks. I never saw such persistent action. I kept them dry and clean, warm water in cold weather and well fed. No artificial heat though it was as cold as 40 degrees below zero outside.

Yours truly,

W. C. Boulton.

Mr. Boulton and His Pullet Flock in August.





A Flock of AAA Barred Rock Pullets 6 Months Old and Laying 65%. Raised by Mrs. John Beebe.

152 Barred Rocks Lay 65% At 6 Months

Storm Lake, Iowa, November 1, 1935.

Booth Hatchery,

Dear Friends: I raised my 300 AAA Barred Rocks almost 100 per cent and sold all my cockerels at 3 1-2 to 4 pounds, 10 to 12 weeks old. I have 152 pullets left and I am sure we will not lose many in culling.

My son was here when I got my first eggs July 19 and he said how do you do it. I answered him good care and good stock to work on. He raises Barred Rocks too.

I am sending you a picture of my flock when they were 6 months old and laying 65 per cent.

Your friend and customer,

Mrs. John Beebe.

Profit 1½ Times Feed Cost From Rhode Island Reds

Kansas City, Mo., November 15, 1935.

Mr. Royal Booth: I have a hundred yearling pullets raised from your AAA Red chicks that have made an average profit of 1 1-2 times the cost of their feed since they came into full lay. I have sold at least one case of fancy eggs each week for the past nine months to a quality grocery and a few regular city customers, at a premium.

Truly yours,

M. F. Redmond.

85 Pullets Clear \$25.00 In One Month

New Kensington, Pa., Jan. 11, 1935.

Dear Sir: I did not start to keep tally of my eggs until the pullets were five months old. In December I cleared \$15.80 and this month if it does not go over \$25.00, I will sure be surprised. They are laying better than 50 per cent in this zero weather, so you see I cannot praise them too highly.

I have 85 pullets, if anyone can show me better chickens than these, I'll travel miles to see them. I tried another strain and yours outweigh them by one or two pounds.

A. E. Rodgers.

A Customer For 18 Years

Alvarado, Texas, April 8, 1935.

Mr. Royal Booth-

Dear Sir: We have ordered your baby chicks at different times for 18 years and find them very satisfactory. They lay more eggs than our neighbors'. We get a good price for our eggs from local hatcheries.

Yours truly,

Lee Mahaney.

Wants More White Rocks

North Terre Haute, Ind., June 12, 1935.

Gentlemen: This year I have ordered chicks from three other hatcheries and believe me your AAA White Rock chicks show up all the others so much that I am mighty sorry that all of my chicks did not come from the Booth Hatchery. They have feathered and developed much faster than chicks from other places kept in adjoining brooders and under exactly the same conditions.

We are planning on another 100 AAA White Rocks for delivery about August 20th if you can ship around that time.

With many thanks for your good treatment.

Sincerely,

Joe J. Chambers.

5c a Lb. Premium

Denver, Colorado, May 5, 1935.

Booth Poultry Farms: We never told you how wonderfully well our White Wyandottes did that we purchased April 11, 1934. At the age of 12 weeks they averaged 2 3-4 pounds apiece. We sold the cockerels at a total of \$32.29. Considering that poultry prices in Denver were rather low, we thought we did pretty well. As you said, we could demand a top price. We asked and obtained 5c per pound above retail. We sold 14 to our grocer and he in turn paid us 5c above wholesale for he said we had the finest poultry he had seen. So you see we have reason to be proud of Booth Hatchery. And how they have laid and are still at it! Not one slacker in the lot.

Yours truly,

Mrs. Mary C. Abbott.

3-Year Old Hens Average 206 Eggs A Bird

Pierson, Fla., July 25, 1935.

Dear Mr. Booth: I have given your chickens a three year trial. I have 35 hens that laid 206 eggs in their third year. These 35 hens have been kept in a separate pen and I have 36 Leghorn hens in a separate pen bought from two other poultry farms and the same age, that laid 102 eggs in their third year.

This three years test is proof you have the best Leghorns. Your Leghorns have paid a good profit since they began laying. I have heard that a Leghorn hen was not any good after three years. I find this is not true with your chickens.

Yours truly,

G. W. Taylor.

Reds Lay Premium Eggs

McLoed, Okla., Jan. 26, 1935.

Booth Poultry Farms: The 200 AAA Rhode Island Reds I purchased from you last spring are a beautiful bunch of Reds and laying fine. Everyone says I have the finest Reds in the country, and several parties have been wanting my eggs at a premium price. I certainly am proud of my Reds, they are so large and such good layers.

Yours truly,

Mrs. Quincy Hood.

NOTE These testimonials are actual results reported by our customers. We do not claim every customer will have the same results, as success is influenced by grade ordered and care given them.

**BOOTH FARMS AND HATCHERY
CLINTON, MISSOURI**

From.....

City.....

State.....

FIRST CLASS
Permit No. 597
(Sec. 510 P.L. & R.)
Clinton, Mo.

BUSINESS REPLY ENVELOPE

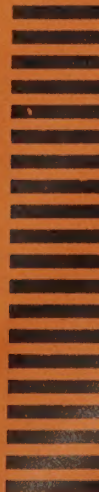
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

4C-POSTAGE WILL BE PAID BY—4C

Booth Farms and Hatchery

Clinton,

Missouri



RETURN POSTAGE GUARANTEED

BOOTH FARMS & HATCHERY

BRED TO LAY



HATCHED TO LIVE

Clinton, Mo.

Sec. 562 P.L.&R.

PERMIT NO. 18

U.S. POSTAGE PAID

CLINTON, MO.

G B W Rogers
Northwood Narrows N H

PULL OUT FOR POSTAL INSPECTION